Facts About Newspapers

A Statistical Summary of the Newspaper Business Published by the American Newspaper Publishers Association

A2350-4U
4188

Daily Newspapers

Sunday Newspapers

Weekly Newspapers

Employment

NEWSPAPERS—WORKING FOR THE PEOPLE

Newspapers serve the people of a free society by providing the facts and analysis necessary to enable them to make responsible and effective decisions—to sustain good government and to lead full and successful lives.

On a daily basis, newspapers provide news, advertising, schedules, advice and entertainment to help people plan and conduct their daily lives.

To perform their role in serving the people, newspapers must be economically sound to provide the independence necessary to conscientiously publish news and opinion free from political or economic restraint.

This booklet highlights the economic posture and institutional vitality of the newspaper business in 1987.

United States

☆Advertising expenditures in newspapers increased by 9 percent in 1987 to a total of $29.4 billion, $5 billion more than its closest competitor, television.

☆Newspapers continue to lead all media with a 26.8-percent share of total 1987 U.S. advertising expenditures.

☆Newspaper employment increased for the fifth consecutive year to a total of 462,200, an increase of 4,700 over revised 1986 totals.

Circulation

Advertising

Newsprint Consumption

Canadian Newspapers

☆Over the past three years, newspaper employment increased by more than 22,000 according to U.S. Department of Labor statistics.

☆Daily newspapers totaled 1,645 in number with average daily circulation of more than 62.8 million. There were 512 morning and 1,165 evening dailies, 32 were listed as "all day" publications.

☆Sunday newspapers showed continued growth in number and circulation with new highs of 820 newspapers and 60.1 million in circulation—an increase of more than 1 million in circulation.

☆Weekly newspapers were 7,498 in number with circulation of 51,691,451.

☆Newsprint consumption by U.S. daily newspapers increased to 9.3 million metric tons, 75.6 percent of total U.S. consumption by all users.

Canada

☆Canadian daily newspapers remained 110 in number with average daily circulation of 5,690,589. There were 32 morning and 82 evening newspapers with four listed as "all-day."

☆Advertising revenues for Canadian dailies increased by almost 9 percent in 1987 to a total of $1.8 billion, $600 million more than television, its nearest competitor.

☆Canadian dailies lead all other media with 24.5 percent of total Canadian advertising revenues—television ranked second with 16 percent.

Number of Daily Newspapers

U.S. Morning, Evening and Sunday Newspapers 1946-1987

Year	Morning	Evening	Total M&E[1]	Sunday
1946	334	1,429	1,763	497
1950	322	1,450	1,772	549
1955	316	1,454	1,760	541
1960	312	1,459	1,763	563
1965	320	1,444	1,751	562
1970	334	1,429	1,748	586
1975	339	1,436	1,756	639
1980	387	1,388	1,745	735
1981	408	1,352	1,730	755
1982	434	1,310	1,711	768
1983	446	1,284	1,701	772
1984	458	1,257	1,688	783
1985	482	1,220	1,676	798
1986[2]	499	1,188	1,657	802
1987[3]	512	1,165	1,645	820

[1]*There were 32 "all-day" newspapers in 1987. They are listed in both morning and evening columns but only once in the total.*

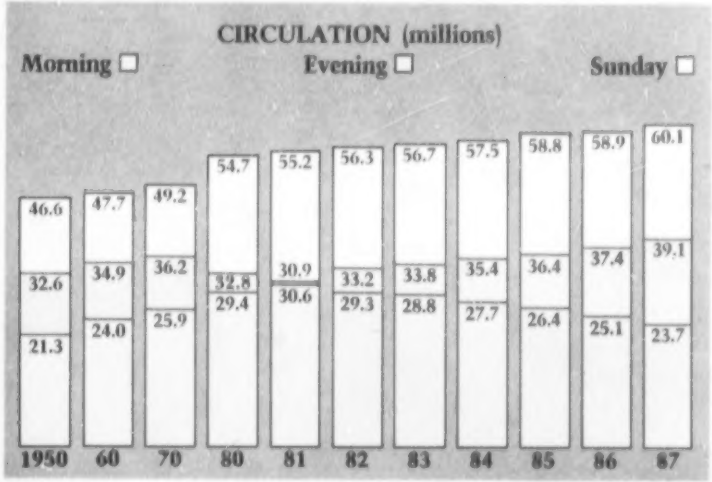
[2]*Revised figures*

[3]*Preliminary figures*

Source: Editor & Publisher

Daily Newspaper Circulation

U.S. Morning, Evening and Sunday Circulation 1946-1987



Year	Morning	Evening	Total M&E	Sunday
1946	20,545,908	30,381,597	50,927,505	43,665,364
1950	21,266,126	32,562,946	53,829,072	46,582,348
1955	22,183,408	33,963,951	56,147,359	46,447,658
1960	24,028,788	34,852,958	58,881,746	47,698,651
1965	24,106,776	36,250,787	60,357,563	48,600,090
1970	25,933,783	36,173,744	62,107,527	49,216,602
1975	25,490,186	36,165,245	60,655,431	51,096,393
1980	29,414,036	32,787,804	62,201,840	54,671,755
1981	30,552,316	30,878,429	61,430,745	55,180,004
1982	33,174,087	29,313,090	62,487,177	56,260,764
1983	33,842,142	28,802,461	62,644,603	56,747,436
1984	35,424,418	27,657,322	63,081,740	57,511,975
1985	36,361,561	26,404,671	62,766,232	58,825,978
1986[1]	37,441,125	25,060,911	62,502,036	58,924,518
1987[2]	39,127,409	23,698,864	62,826,273	60,111,863

[1] *Revised figures*

[2] *Preliminary figures*

Source: Editor & Publisher

Daily Newspapers by Circulation Groups

Growth (U.S.)
1946-1987

	NUMBER OF DAILY NEWSPAPERS					DAILIES OVER 50,000	
		Circulation					
Year	Total	Under 50,000	50,001-100,000	100,001-250,000	Over 250,000	Number	Percentage
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1975	1,756	1,504	135	81	36	252	14.3
1980	1,745	1,479	145	86	35	266	15.2
1981	1,730	1,473	138	88	31	257	14.9
1982	1,711	1,455	141	83	32	256	15.0
1983	1,701	1,444	141	79	37	257	15.1
1984	1,688	1,435	134	84	35	253	15.0
1985	1,676	1,418	141	82	35	258	15.4
1986	1,657	1,408	135	77	37	249	15.0
1987[1]	1,645	1,394	137	75	39	251	15.3

[1] *Preliminary figures*

Source: Editor & Publisher

Single Copy Sales Price

U.S. Daily and Sunday Newspapers[1] 1965-1987

[1]These tables reflect daily and Sunday newspaper single copy sales prices in 5¢ increments to illustrate a trend.

DAILY

Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	50¢
1965	456	892	3	2	—	—	—	—	—
1970	46	1,507	139	5	1	—	—	—	—
1975	4	428	1,153	137	10	1	—	—	—
1980	—	41	497	644	555	9	7	1	—
1981	—	30	290	437	960	17	15	1	—
1982	—	14	143	272	1,227	29	16	3	—
1983	—	10	91	183	1,306	80	24	3	—
1984	—	6	61	111	1,316	109	75	2	2
1985	—	5	31	84	1,245	130	169	3	4
1986	—	3	17	49	1,124	152	302	3	9
1987	—	1	15	32	1,024	145	400	3	21

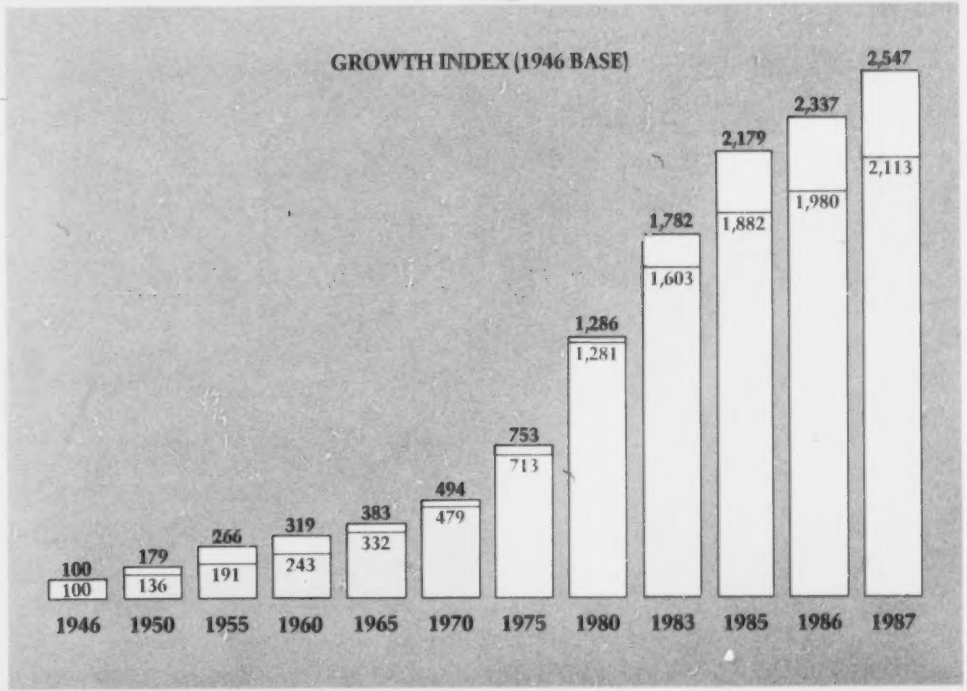
SUNDAY

Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	55¢	60¢	65¢	70¢	75¢	80¢	85¢	90¢	95¢	$1.00	$1.25
1965	21	128	190	143	45	5	—	—	—	—	—	—	—	—	—	—	—	—	—		
1970	2	89	115	140	161	30	35	3	—	4	—	—	—	—	—	—	—	—	—	—	—
1975	—	37	61	49	170	58	157	37	3	51	1	4	—	—	1	—	—	—	—	—	—
1980	—	5	50	25	84	29	121	30	6	291	—	23	5	1	46	—	1	2	—	1	—
1981	—	—	33	16	77	24	88	21	3	313	4	22	2	—	117	—	3	—	—	5	—
1982	—	—	21	17	77	14	61	17	1	326	1	23	6	1	160	1	5	2	1	15	—
1983	—	—	5	12	88	8	44	15	3	309	1	26	5	1	170	1	6	3	—	60	—
1984	—	—	3	8	83	6	31	6	—	301	1	19	2	1	219	3	8	2	—	82	—
1985	—	1	—	5	76	6	26	3	—	282	—	15	1	—	229	2	5	2	1	123	1
1986	—	—	—	1	64	4	18	4	—	262	—	11	1	1	254	—	4	2	2	144	14
1987	—	—	—	—	61	2	18	4	—	226	—	9	1	2	260	—	4	3	2	182	30

Source: ANPA

Daily Newspaper Advertising Volume

Growth of Daily Newspaper Advertising and the U.S. Economy 1946-1987



Year	National Advertising (millions)	Local Advertising (millions)	Total Newspaper Advertising (millions)	Index	Gross National Product[1] (billions)	Index
1946	$ 238	$ 917	$ 1,155	100.0	$ 212.4	100.0
1950	518	1,552	2,070	179.2	288.3	135.7
1955	712	2,365	3,077	266.4	405.9	191.1
1960	778	2,903	3,681	318.7	515.3	242.6
1965	784	3,642	4,426	383.2	705.1	332.0
1970	891	4,813	5,704	493.9	1,015.5	479.1
1975	1,109	7,125	8,234	712.9	1,598.4	752.5
1980	1,963	12,831	14,794	1,280.8	2,732.0	1,286.3
1981	2,259	14,269	16,528	1,430.9	3,052.6	1,437.2
1982	2,452	15,242	17,694	1,531.9	3,166.0	1,490.6
1983	2,734	17,848	20,582	1,782.0	3,405.7	1,603.4
1984	3,081	20,441	23,522	2,039.1	3,765.0	1,772.6
1985	3,352	21,818	25,170	2,179.2	3,998.1	1,882.3
1986[1]	3,376	23,614	26,990	2,336.7	4,206.1	1,980.3
1987[2]	3,494	25,918	29,412	2,546.5	4,487.7	2,112.9

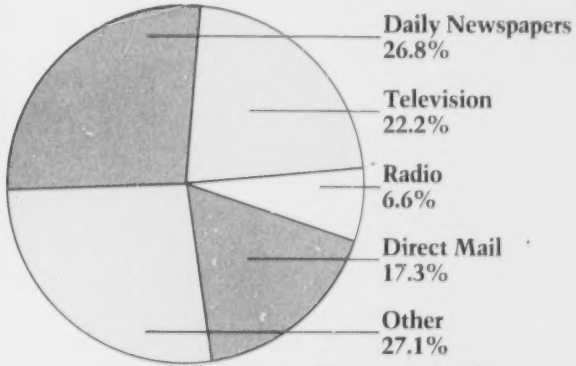
[1] *Revised figures*

[2] *Preliminary estimates*

Source: U.S. Department of Commerce, Newspaper Advertising Bureau Inc.

Newspapers' Share of Advertising Expenditures

1986 and 1987 Sales and Percentages



		1986[1] (millions)	% of Total	1987[2] (millions)	% of Total	% of Change
Daily Newspapers	Total	$26,990	26.4	$29,412	26.8	+9.0
	National	3,376	3.3	3,494	3.2	+3.5
	Local	23,614	23.1	25,918	23.6	+9.8
Magazines		5,317	5.2	5,530	5.0	+4.0
Television	Total	23,185	22.7	24,370	22.2	+5.1
	Network	8,570	8.4	8,830	8.0	+3.0
	Spot	13,084	12.8	13,730	12.5	+4.9
	Syndication	600	0.6	730	0.7	+21.7
	Cable	931	0.9	1,080	1.0	+16.0
Radio		6,949	6.8	7,240	6.6	+4.2
Farm Publications		192	0.2	200	0.2	+4.2
Direct Mail		17,145	16.8	19,030	17.3	+11.0
Business Publications		2,382	2.3	2,480	2.3	+4.1
Outdoor		985	1.0	1,030	0.9	+4.6
Miscellaneous	Total	18,995	18.6	20,495	18.7	+7.9
	National	9,575	9.4	10,250	9.3	+7.0
	Local	9,420	9.2	10,245	9.3	+8.8
Grand Total National		56,850	55.7	60,589	55.2	+6.6
Grand Total Local		45,290	44.3	49,198	44.8	+8.6
TOTAL—ALL MEDIA		$102,140	100.0	$109,787	100.0	+7.5

[1] *Revised figures*

[2] *Preliminary estimates*

Source: McCann-Erickson Inc., Newspaper Advertising Bureau Inc.

Advertising Content

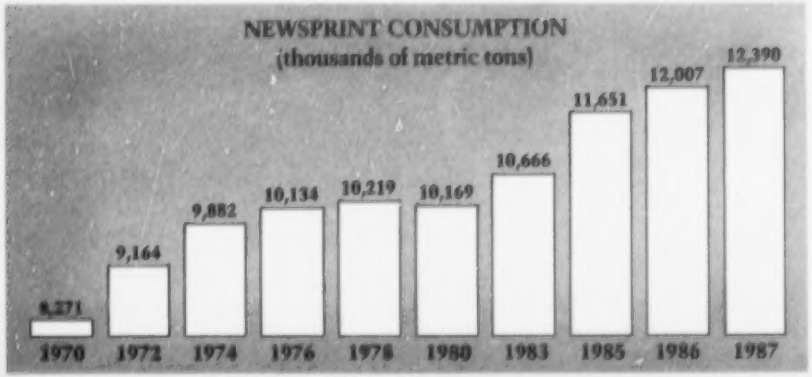
Ratio of Advertising to Total Content of U.S. Daily and Sunday Newspapers 1946-1987

Year	Morning	Evening	Sunday	Total
1946	52.9%	55.9%	53.1%	54.5%
1950	57.5	60.4	54.6	58.3
1955	60.9	61.8	58.2	60.7
1960	60.2	60.3	56.4	59.4
1965	60.9	61.0	59.1	60.5
1970	61.6	61.4	61.5	61.5
1975	63.2	63.0	65.7	63.7
1980	62.1	59.9	66.8	62.6
1981	61.2	59.7	67.3	62.3
1982	60.6	59.9	67.3	62.2
1983	60.4	60.6	68.0	62.5
1984	60.7	61.2	68.8	63.0
1985	60.4	59.7	69.4	62.8
1986	59.6	58.4	69.6	62.2
1987		(Not Available)		

Source: Media Records

Newsprint Consumption

Comparison of U.S. Newsprint Consumption to National Economic Growth 1970-1987



Year	Newsprint Consumption[1]	Growth Index	Real GNP	Growth Index[2]
1970	8,271	100.0	2,416.2	100.0
1974	9,164	110.8	2,729.3	112.9
1978	9,882	119.5	3,115.2	128.9
1980	10,134	122.5	3,187.1	131.9
1981	10,219	123.6	3,248.8	134.5
1982	10,169	122.9	3,166.0	131.0
1983	10,666	129.0	3,279.1	135.7
1984	11,502	139.1	3,489.9	144.4
1985	11,651	140.9	3,585.2	148.4
1986	12,007	145.2	3,674.9	152.1
1987[2]	12,390	149.8	3,820.3	158.1

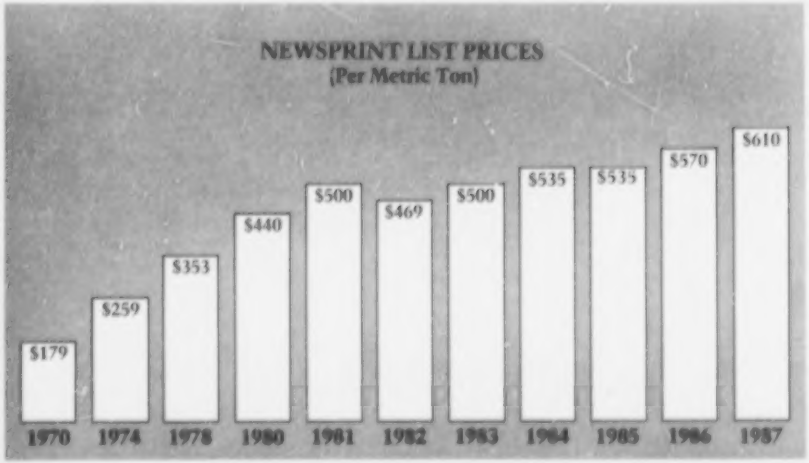
[1] *30-pound basis weight*

[2] *Preliminary estimates*

Source: ANPA, U.S. Department of Commerce

Newsprint Prices

Newsprint List Prices in the Eastern U.S.[1]—Per Metric Ton 1970-1987



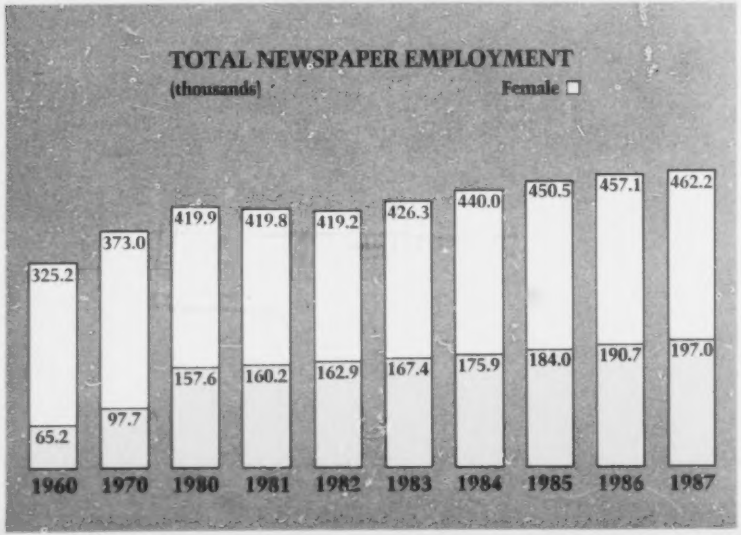
Year	Price	Year	Price
1970	$179	1979	$413
1971	188	1980	440
1972	194	1981	500
1973	235	1982	469
1974	259	1983	500
1975	287	1984	535
1976	336	1985	535
1977	336	1986	570
1978	353	1987	610

[1]*Prices cited in effect at end of year, converted to 30-pound basis weight*

Source: ANPA

Employment

Comparison of Newspaper Employment to Total U.S. Employment 1947-1987



Year	Newspaper Employment (thousands)	Male Total (thousands)	Female Total (thousands)	Growth Index	Total U.S. Employment (thousands)	Growth Index
1947	248.5	N/A	N/A	100.0	57,038	100.0
1950	280.1	N/A	N/A	112.7	58,918	103.3
1955	302.1	N/A	N/A	121.6	62,170	109.0
1960	325.2	260.0	65.2	130.9	65,778	115.3
1965	345.4	269.5	75.9	139.0	71,088	124.6
1970	373.0	275.3	97.7	150.1	78,678	137.9
1975	376.8	257.3	119.5	151.6	85,846	150.5
1980	419.9	262.3	157.6	169.0	99,303	174.1
1981	419.8	259.6	160.2	168.9	100,397	176.0
1982	419.2	256.3	162.9	168.7	99,526	174.5
1983	426.3	258.9	167.4	171.5	100,834	176.8
1984	440.0	264.1	175.9	177.1	105,005	184.1
1985[1]	450.5	266.5	184.0	181.3	107,150	187.9
1986[1]	457.5	266.8	190.7	184.1	109,597	192.1
1987[2]	462.2	265.2	197.0	186.0	112,440	197.1

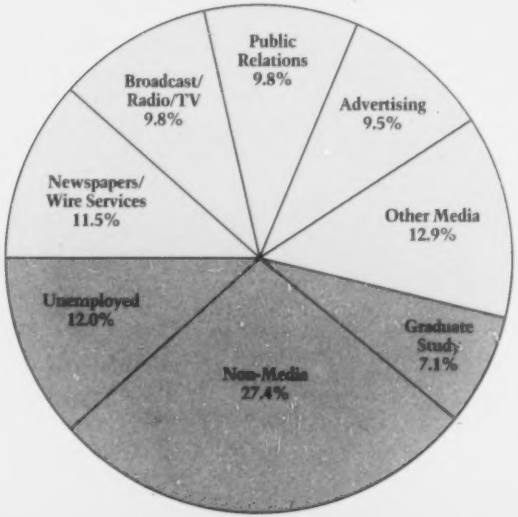
[1] *Revised figures*

[2] *Preliminary estimates*

Source: U.S. Bureau of Labor Statistics

Employment

Journalism School Graduates
Where they went to work 1986-1987



	1986		1987	
	Graduates	% of Total	Graduates	% of Total
Newspapers/Wire Services	3,270	15.5	3,030	11.5
Broadcast/Radio/TV	1,752	8.3	2,582	9.8
Public Relations	1,836	8.7	2,582	9.8
Advertising	2,047	9.7	2,503	9.5
Magazines	527	2.5	395	1.5
Other Media	1,414	6.7	3,004	11.4
TOTAL—MEDIA HIRE	10,846	51.4	14,096	53.5
Graduate Study	1,582	7.5	1,871	7.1
Non-Media	6,034	28.6	7,220	27.4
Unemployed	2,638	12.5	3,163	12.0
TOTAL GRADUATES	21,100	100.0	26,350	100.0

Source: The Dow Jones Newspaper Fund Inc./Ohio State University School of Journalism

Weekly Newspapers

U.S. Weekly Newspapers and Circulation 1960-1988

Year	Total Weekly Newspapers	Average Circulation	Total Weekly Circulation
1960	8,174	2,566	20,974,338
1965	8,061	3,106	25,036,031
1970	7,612	3,660	27,857,332
1975	7,612	4,715	35,892,409
1980	7,954	5,324	42,347,512
1981	7,602	5,389	40,970,890
1982	7,666	5,875	45,035,092
1983	7,626	5,808	44,295,042
1984	7,547	5,710	43,092,465
1985[1]	7,704	6,359	48,988,801
1986[1]	7,711	6,497	50,098,000
1987[1]	7,600	6,262	47,593,000
1988[1]	7,498	6,894	51,691,451

[1]*Includes paid and free circulation newspapers*
Source: National Newspaper Association

U.S. Daily Newspaper Circulation— 1987's 20 Largest

	Daily Circulation[1]
The Wall Street Journal	1,961,846 (m)
USA Today	1,324,223 (m)
New York Daily News	1,285,869 (m)
Los Angeles Times	1,113,459 (m)
The New York Times	1,022,899 (m)
Chicago Tribune	765,371 (m)
The Washington Post	761,142 (m)
New York Post	690,915 (all day)
The Detroit News	686,787 (all day)
Detroit Free Press	649,312 (m)
Newsday	641,363 (e)
Chicago Sun-Times	604,862 (m)
San Francisco Chronicle	568,088 (m)
The Philadelphia Inquirer	508,496 (m)
The Boston Globe	502,521 (m)
The Newark Star-Ledger	467,549 (m)
The Cleveland Plain Dealer	447,033 (m)
The Baltimore Sun	407,439 (m&e)
Houston Chronicle	406,776 (all day)
The Miami Herald	398,612 (m)

[1]*ABC FAS-FAX, Sept. 30, 1987*
Source: Audit Bureau of Circulations

U.S. Newspaper Companies— 1987's 20 Largest

Ranked by Daily Circulation

	Daily Circulation[1]	Number of Dailies	Sunday Circulation[1]	Number of Sunday Editions
Gannett Company Inc.	6,029,745	89	5,673,718	65
Knight-Ridder Inc.	3,840,387	31	4,643,057	25
Newhouse Newspapers	3,018,247	26	3,775,683	21
Tribune Co.	2,706,970	9	3,552,635	7
Times Mirror Co.	2,566,586	8	3,081,478	7
Dow Jones & Company Inc.	2,536,377	24	418,297	11
The New York Times Co.	1,821,089	27	2,370,587	17
Thomson Newspapers Inc. (USA)	1,725,977	102	1,303,244	52
Scripps Howard	1,598,375	22	1,708,427	11
Hearst Newspapers	1,441,031	15	2,509,392	11
MediaNews Group	1,394,620	27	1,556,817	19
Cox Enterprises Inc.	1,274,973	20	1,569,465	16
News America Publishing Inc.	1,193,595	3	489,792	2
Ingersoll Newspapers	1,077,369	37	922,756	22
Capitol Cities/ABC Inc.	944,832	9	908,387	5
Freedom Newspapers Inc.	926,261	29	934,509	20
Chronicle Publishing Co.	894,033	8	772,110	2
Central Newspapers Inc.	817,179	7	940,048	4
The Washington Post Co.	815,947	2	1,156,415	2
Donrey Media Group	753,856	55	746,510	49

[1] *Average for six months ended Sept. 30, 1987*

Source: Morton Research, Lynch, Jones & Ryan; Audit Bureau of Circulations

Canadian Daily Newspapers

Total Number and Circulation
1946-1987

Year	Morning	Evening	Total M&E[1]	Total Circulation
1946	19	71	90	2,927,329
1951	18	73	91	3,563,907
1956	18	76	94	3,889,097
1961	17	84	101	4,091,025
1966	16	87	103	4,329,951
1971	24	89	113	4,826,870
1975	22	92	114	4,885,782
1980	25	95	120	5,391,724
1981	27	94	119	5,476,119
1982	25	93	116	5,578,286
1983	26	92	115	5,546,381
1984	26	90	113	5,557,932
1985	30	84	111	5,620,811
1986	31	82	110	5,681,850
1987	32	82	110	5,690,589

[1]*There were four "all-day" newspapers in 1987. They are listed in both morning and evening columns but only once in the total.*

Source: Audit Bureau of Circulations,
Canadian Advertising Rates and Data.
Canadian Daily Newspaper Publishers Association

Canadian Daily Newspaper Advertising Volume

The Growth of Newspaper Advertising and the Canadian Economy 1962-1987

Year	National (thousands)	Local (thousands)	Classified (thousands)	Total (thousands)	Index	Gross National Product [1] (millions)	Index[1]
1962	$ 52,321	$ 91,294	$ 40,439	$184,054	100.0	$ 42,927	100.0
1965	58,393	113,294	49,135	220,822	120.0	55,364	129.0
1970	64,433	164,704	72,255	301,392	163.8	85,685	199.6
1975	107,036	298,800	158,802	564,638	306.8	165,343	385.2
1980	199,935	535,347	252,023	987,305	536.4	297,556	693.2
1981	249,102	622,246	291,090	1,162,438	631.6	339,797	791.6
1982	222,504	659,533	267,687	1,149,724	624.7	358,302	834.7
1983	230,043	724,109	279,016	1,233,168	670.0	394,114	918.1
1984	276,734	766,377	310,169	1,353,280	735.0	432,092	1,006.6
1985[1]	311,910	803,001	359,839	1,474,750	801.3	465,112	1,083.5
1986[1]	341,000	903,000	413,000	1,657,000	900.3	493,012	1,148.5
1987[2]	373,000	987,000	446,000	1,806,000	981.2	530,006	1,234.7

[1]Revised figures

[2]*Preliminary figures*

Source: Statistics Canada Actuals 1962-1985, MacLean-Hunter Research Bureau 1986-1987, Canadian Daily Newspaper Publishers Association

Canadian Advertising

Comparison of Various Media 1986 and 1987

		1986[1] (thousands)	% of Total	1987[2] (thousands)	% of Total
Daily Newspapers	Total	$1,657,000	24.4	$1,806,000	24.5
	National	341,000	5.0	373,000	5.1
	Local	903,000	13.3	987,000	13.4
	Classified	413,000	6.1	446,000	6.0
Television	Total	1,095,320	16.1	1,177,500	16.0
	National	848,065	12.5	915,900	12.4
	Local	247,255	3.6	261,600	3.6
Radio	Total	611,540	9.0	653,000	8.9
	National	145,391	2.1	157,000	2.2
	Local	466,149	6.9	496,000	6.7
Weeklies, semi, tri, etc. (including controlled distribution)	Total	446,800	6.6	522,700	7.1
	National	29,000	0.5	31,400	0.4
	Local	417,800	6.1	491,300	6.7
Weekend Supplements		31,900	0.5	30,800	0.4
Magazines, General		233,400	3.4	228,900	3.1
Business Papers		138,200	2.0	152,000	2.0
Farm Papers		25,500	0.4	27,000	0.4
Directories, Phone, City		418,000	6.1	443,000	6.0
Religious, School & Other		26,000	0.4	33,500	0.4
Other Print	Total	1,570,535	23.1	1,698,000	23.0
Outdoor	Total	545,000	8.0	610,000	8.2
TOTAL ALL MEDIA		$6,799,195	100.0	$7,382,400	100.0

[1] *Revised figures*

[2] *Preliminary estimates*

Source: MacLean-Hunter Research Bureau, Canadian Daily Newspaper Publishers Association

More Facts . . .

☆Sixty-seven percent of American adults read a daily newspaper every weekday. Seventy-two percent of American adults read a Sunday newspaper.

☆An average of 2.2 persons read each of the nearly 63 million U.S. daily newspapers circulated every day.

☆Americans spent more than $8 billion for daily and Sunday newspapers in 1987.

☆The typical daily newspaper reader spends an average of 44 minutes a day reading one or more newspapers.

☆Advertising expenditures in U.S. daily newspapers increased by 9 percent in 1987 to a total volume of $29.4 billion, $5 billion more than its nearest competitor, television.

☆U.S. Bureau of Labor Statistics show newspaper employment at 462,200, an increase of 4,700 over 1986 revised totals. Over the past three years, newspaper employment increased by more than 22,000.

☆Total female employment increased by 6,300 in 1987, while male employment decreased by 1,600. Women employees now constitute more than 42 percent of the total newspaper workforce.

☆More than 53 percent of the 26,350 journalism and mass communications college graduates found media jobs within four months of graduation in 1987.

☆Although newspapers and wire services hired the largest number of graduates, the percentage of total graduates hired by newspaper and wire services slipped from 15.5 percent in 1986 to 11.5 percent in 1987.

☆ANPA recorded 10 U.S. daily newspapers converting from P.M. to A.M. publication in 1987. One "all-day" newspaper converted to A.M.

☆Ten newspapers reported starting a Sunday edition in 1987. Four newspapers reported starting a Saturday paper while six dailies reported dropping Saturday editions.

☆Canada provides about 57 percent of all newsprint used in the United States. U.S. mills provide some 40 percent and less than three percent comes from overseas.

☆Newsprint consumption by U.S. dailies in 1987 increased to 9.3 million metric tons, 75.6 percent of total U.S. consumption by all users.

☆On January 1, 1988, the Eastern U.S. list price of newsprint increased from $610 per metric ton to $650.

☆Newspapers continue to lead all other advertising media with a 26.8 percent share of total U.S. advertising expenditures. Television ranked second with 22.2 percent and direct mail was third with 17.3 percent.

☆Total U.S. advertising expenditures in 1988 are projected to surpass $119 billion with newspapers' share expected to total more than $31.5 billion.

☆Canadian daily newspaper advertising revenues increased by almost 9 percent in 1987 to an estimated total of $1.8 billion, more than $600 million higher than television, its nearest competitor.

☆Canadian daily newspapers lead all other media with 24.5 percent of total Canadian advertising revenues, television ranked a distant second at 16 percent.

☆U.S. 1986 metropolitan dailies averaged 91 pages for A.M., 77 P.M. and 351 Sunday.

☆Eighty-four percent of U.S. daily newspapers are printed by offset and 14 percent by letterpress. Two percent utilize both printing methods.

☆Offset printed newspapers represent 58 percent of total U.S. daily circulation, letterpress constituted 31 percent and combined methods totaled almost 11 percent.

☆Daily newspapers are published in 1,526 U.S. cities. One hundred ten cities have two or more daily newspapers.

☆Forty-four cities have two or more separately owned, competing newspapers including 19 cities with newspapers publishing under joint operating agreements.

☆One hundred forty-three newspaper groups own 1,212 daily newspapers representing almost 74 percent of total U.S. dailies and approximately 82 percent of total U.S. daily circulation.

☆The predominant single-copy street-sale price of U.S. daily newspapers in 1987 remained at 25 cents with 1,024 newspapers (62.4%) selling at that price.

☆Five hundred sixty-nine U.S. dailies (34.7%) sold for more than 25 cents in 1987, an increase of 103 newspapers.

☆Three hundred eleven U.S. Sunday newspapers (38.7%) sell for 50 cents or less with 226 papers selling at 50 cents. Four hundred ninety-three Sunday papers sell for more than 50 cents with 266 at 75 cents, 182 at $1.00 and 30 at $1.25.

☆The average single copy price of all Sunday newspapers is almost 71 cents.

☆U.S. and Canadian newspapers invested more than $1 billion in new plant construction, improvements and new equipment in 1987 and more than $3 billion over the past three years.

About ANPA . . .

ANPA is an international trade association serving nearly 1,400 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere, Europe and the Pacific. ANPA-member newspapers publish 90 percent of the total U.S. daily circulation and more than 80 percent of the daily circulation in Canada.

ANPA was founded in 1887 by executives from 46 U.S. and Canadian newspapers. Headquartered in New York City for 85 years, ANPA moved to The Newspaper Center in Reston, Va., near Washington, D.C., in 1972.

ANPA Membership by Circulation
(As of March 15, 1988)

Circulation group	Number of Member Newspapers	Percent of Total Membership
Under 5,000	143	10.30
5,001-10,000	239	17.22
10,001-15,000	197	14.19
15,001-25,000	234	16.86
25,001-50,000	263	18.95
50,001-100,000	164	11.82
100,001-250,000	101	7.26
250,001-500,000	27	1.94
500,001-1,000,000	14	1.01
Over 1,000,000	6	0.43
	1,388	100.00

Facts About Newspapers is published annually by the American Newspaper Publishers Association as a service to the newspaper business and to the general public.

ANPA's mission is "to advance the cause of a free press, and to ensure that newspapers have the economic strength essential to serve the American people." In pursuing these goals, ANPA works:

- To enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly
- To represent the newspaper business in dealings with the government, the courts and others
- To assist newspapers in enhancing their operating effectiveness, particularly in anticipating and understanding future developments in technology and public policy and by furthering workforce diversity
- To widely disseminate information to and about the newspaper business
- To strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business.

ANPA maintains close, cooperative relationships with other newspaper and journalism organizations. In addition to ANPA Foundation and ANPA Credit Bureau Inc., The Newspaper Center is headquarters for 12 other key newspaper organizations:

- American Association of Sunday and Feature Editors
- American Society of Newspaper Editors
- International Circulation Managers Association
- International Newspaper Advertising and Marketing Executives
- International Newspaper Financial Executives
- International Newspaper Marketing Association
- National Association of Black Journalists
- Newspaper Association Managers Inc.
- Newspaper Personnel Relations Association
- Nihon Shinbun Kyokai (Japanese Newspaper Publishers and Editors Association)
- Society of Newspaper Design
- World Press Freedom Committee

ANPA is a member of the International Federation of Newspaper Publishers (FIEJ), the World Press Freedom Committee and the International Press Telecommunications Council.

ANPA serves the varied needs of its member newspapers through a number of departments.

Human Resources—assists member newspapers in formulating labor policy, contract negotiations strategy, arbitration preparation, union management, Title VII (EEOC, etc.), and wage and hour matters; conducts seminar and conference programs on labor and personnel relations for all management levels.

Government Affairs—monitors and reports on government matters including free press, business, tax, postal and international matters; represents the interests of the newspaper business with all branches of government at all levels, both domestic and international.

presstime—monthly journal of ANPA, covering all aspects of the newspaper business includes in-depth analyses of current issues and trends in the newspaper business; keeps member newspapers abreast of the activities of the Association.

Technical Research—initiates design, development and construction of prototype equipment or systems; evaluates new ideas, equipment and designs; provides technical expertise, testing and advice in environmental areas; develops computer software and

Meetings Management—provides cost effective services to member newspapers and industry groups to reduce expenses of meeting participation at industry conferences, seminars, conventions and symposia; supports ANPA's cost saving programs for newspapers in hotel rates, airline travel discounts, car rental discounts and ANPASURE* casualty insurance.

Training Services—conducts educational programs in marketing, strategic planning, management skills and other subject areas; maintains information on newspaper training programs; sponsors an annual conference for newspaper trainers.

Industry and Public Affairs—monitors readership and circulation matters; coordinates ANPA liaison with other newspaper business associations; performs publications policy review and

Membership—maintains close contact with member newspapers to ensure that they are aware of all ANPA services available to them and to expedite their service requests; develops cost-saving programs to encourage membership.

ANPA Foundation—a non-profit organization chartered in 1961 "to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press." Seeks to develop informed and intelligent newspaper readers through its Newspaper in Education program; to advance professionalism of the press; to promote and assist newspaper and community literacy programs; to enhance opportunities for minorities in newspapering.

ANPA sponsors two major meetings annually for its members:

hardware prototype for newspapers; develops raw material improvements such as ink, newsprint, etc.; develops testing procedures, production aids and troubleshooting guides.

Legal—represents the interests of newspapers before the courts and the regulatory agencies of government; provides member newspapers with information on legal matters affecting newspaper operations.

Technical Services—provides in-plant consultation and evaluation in all areas of newspaper technical operations; develops and conducts "hands-on" training programs in existing and new technology; manages and conducts the annual ANPA Technical Exposition and Conference; gathers and disseminates technical information through **presstime** and other Association publications.

edits all publications; handles press and public relations for the Association; responds to inquiries of member newspapers, the press and the public.

Telecommunications Affairs—tracks new technology developments, analyzes telecommunications industry trends and identifies new business opportunities; sponsors seminars, conducts research, and provides information on such topics as cable-TV, videotex, teletext, low-power TV and other telecommunications activities.

Newsprint and Transportation—assists member newspapers with transportation details of shipments; advises on all aspects of newsprint on-track unloading and off-track delivery; clarifies carriers' tariff rules and regulations; monitors newsprint consumption and supply; coordinates the ANPA/ICMA Safe Driving Campaign.

- **The Annual ANPA Convention** includes the Association's annual meeting for official business and features a three-day program of speakers, panels and discussion sessions on matters of interest to the newspaper business.

  1989—Chicago, April 24-26
  1990—Los Angeles, April 23-25
  1991—Vancouver, May 6-8
  1992—New York City, May 4-6

- **The Annual ANPA Technical Exposition and Conference** combines five days of the largest annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper production operations. Future technology is featured.

  1989—New Orleans, June 10-14
  1990—Las Vegas, June 16-20
  1991—Las Vegas, June 8-12

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